

# Mayer's Markenschuhe optimises its customer service

Equips 107 stores with reliable HP Engage One Pro POS systems,  
with impressive aesthetics and clear operating structures



## Objective

Shoe chain strides into the future with homogeneous POS system

Founded in 1990, Mayer's Markenschuhe has become the largest shoe chain in eastern Germany. More than 100 stores offer the latest branded shoes for a wide range of buyers. In addition to an extensive product range, the stores are also known for high quality, a wide choice of brands and great value for money.

Assistance from knowledgeable and professional branch staff is an important pillar of the company's success. "Buying shoes is a matter of trust," says Thomas Poweleit, Head of IT and Merchandise Management at Mayer's Markenschuhe. "The shopping experience starts as soon as a customer enters the store and ends with them leaving, happy with their new shoes."



INDUSTRY:  
Retail



COUNTRY:  
Germany

"HP Engage One Pro is the ideal solution for SMEs. Thanks to long-term support and extended after-sales warranties, our investment is protected."

Thomas Poweleit  
Head of IT and Merchandise Management  
Mayer's Markenschuhe





“Our branch staff were briefly shown how to use the new HP Engage One Pro POS systems and were then able to get started right away. There were no obstacles or technical failures during the rollout.”

Thomas Poweleit  
Head of IT and Merchandise Management  
Mayer's Markenschuhe



Standardised POS terminals

**107**

stores migrated

The POS system therefore plays an important role in the purchase cycle. Mayer's Markenschuhe had been using a heterogeneous mix of systems since the company's foundation, all of which worked with the same POS (point-of-sale) software. In response to recently imposed statutory regulations that all POS systems in Germany had to be equipped with a certified technical security device (TSE) for the tamper-proof recording of POS data, the company faced a dilemma. The tills in many of the branches were not technically capable of meeting TSE requirements. Upgrades for the POS system in use were no longer available. It was therefore decided that the heterogeneous POS systems in the various stores would be replaced with a homogeneous solution based on HP Engage One Pro.

## Solution

### Slimline POS systems with an interface for the future

Together with HP Partner POSBOX, Mayer's Markenschuhe decided to equip all 107 stores with HP Engage One Pro POS systems. These systems satisfied all of Mayer's Markenschuhe's requirements. They run perfectly with the proven GK POS software and will also cope effortlessly with future upgrades thanks to the powerful hardware. In addition, the Engage One Pro, together with the peripherals supplied by HP and its partner POSBOX, fulfils all TSE requirements. To make the checkout process as smooth as possible for its sales staff, ease of use and ergonomic design were also very high on the list of criteria for the shoe company.



### HP Services

HP Care Pack with  
extended warranty

### Hardware

HP Engage One Pro

### Software

GK Software

### Partner support



A two-week test installation was followed by the rollout by HP partner POSBOX. The old POS models were replaced with the new HP systems during normal store opening hours, with each store typically taking less than 30 minutes to migrate. Within just under three months, all 107 stores had been switched over to the new system.

“Our branch staff were briefly shown how to use the new HP Engage One Pro POS systems and were then able to get started right away. There were no obstacles or technical failures,” said Poweleit, in praise of the change.

## Business Benefits

### Enhanced shopping experience thanks to state-of-the-art POS systems

With HP Engage One Pro, Mayer’s Markenschuhe has implemented a future-oriented and scalable POS system. The POS area looks less cluttered thanks to the slimline POS design and concealed cables. Employees benefit from the intuitive touch screens. The systems take up less space and are continuously height-adjustable for optimal ergonomics.

Poweleit: “The POS system migration was a special project for us, involving considerable investment. However, we are confident we made the right decision and would 100% make the same one again.”

The outstanding warranty and service concept was also a winner. The optional care pack extends the already excellent three-year warranty on the cash register and peripherals to five years, including on-site service. HP also offers a total of 10 years support from the launch of the platform. “This particular option certainly influenced our financial decision,” explains Poweleit. “It also offered great value for money, which is a key criterion for SMEs.”

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